

# India

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## Foreign Trade

The Government of India has not taken recent steps to lower tariffs or to improve access for imported food and agricultural products. Nevertheless, led by commodities such as pulses and vegetable oil for which tariffs are low, India's bulk, intermediate, consumer-oriented, fishery and forestry imports jumped from US\$10.4 billion in 2008 to US\$22.1 billion in 2013. Imports of consumer-oriented foods, led by tree nuts and fresh and dried fruits essentially have doubled since 2008 to US\$3.2 billion. Through the 3<sup>rd</sup> quarter of 2014 the imported agricultural total had reach US\$18.2 billion.

As an emerging market, India has good potential for the consumption of U.S.

food and agricultural products. U.S. exports of consumer oriented foods reached US\$621.3 million in 2014, a new record high by 20%. India now ranks 16<sup>th</sup> as an export market for U.S. consumer food products. Total U.S. agricultural exports from the U.S. to India also grew nearly 20% and topped US\$1 billion for the first time, so also a new record high. Top U.S. processed food exports in 2014 included other processed foods ingredients and beverage bases; cooked and prepared shellfish; protein concentrate; thickeners; lactose and syrups; chocolate; flavoring (vegetable saps and extracts); whiskies; prepared and preserved nuts and table condiments.

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## Best Prospects:

U.S. exporters of consumer ready food products have good potential with pears, apples, grapes, chocolate, almonds and pistachios. Whiskies and other alcoholic beverages also have potential. Other products with stronger recent growth include sugar and chocolate confections,; snack foods; frozen processed potatoes; fruit juices; spirits; and sauces.

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*India is a small and growing market for imported consumer food products. India's modern retail sector is expanding and, young and higher income consumers are trying global cuisines. Importers often attend major international food shows in search of new products. As tariffs are high and some products lack market access, exporters should determine if a product has access, be patient, be willing to start small, and must comply with specific labeling requirements.*

## ***We Are Here to Help***

*<http://www.foodexport.org>*

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



### **Export Education**

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

### **Analyze Market Potential**

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

### **Export Assistance**

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

*"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)*

### **Enter New Markets**

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

### **Trade Missions**

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

### **Increase Market Share**

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

**For More Information Contact:**



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